

**REMARKS**

Claims 1-13, 15-28, 32, 34-35, 38, 41-55 64-66 and 69-71 are currently pending in the subject application and are presently under consideration. Applicants' representative respectfully submits that the claims as submitted in the Reply to the Final Office Action were patentable for the reasons stated in the Reply. However, to expedite allowance, the claims have been further amended. Favorable reconsideration of the subject patent application is respectfully requested in view of the comments and amendments herein.

**I. Rejection of Claims 39, 40 and 72-76 Under 35 U.S.C. §102(e)**

Claims 39, 40 and 72-76 stand rejected under 35 U.S.C. §102(e) as being anticipated by Ellis (US 2005/0028208). Withdrawal of this rejection is respectfully requested for at least the following reasons. Claims 39, 40 and 72-76 have been canceled.

**II. Rejection of Claims 1-38 and 41-71 Under 35 U.S.C. §103(a)**

Claims 1-38 and 41-71 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Ellis in view of Hirata (US 6,374,406). Withdrawal of this rejection is respectfully requested for at least the following reasons. Neither Ellis nor Hirata, alone or in combination, teach or suggest all of the claim limitations.

Claim 1 recites the limitation a token service system configured to store demographic information about a user associated with the client system. Claim 15 recites the limitation a token service system to employ predictive filtering techniques to estimate the size and/or demographics of a viewing audience to provide to the broadcaster. Claim 25 recites the limitation token services comprising sending an estimate of a size and/or demographics of a viewing audience to the provider of the broadcast program based on the content of one or more tokens. Claim 32 recites the limitation sending an estimate of a size and/or demographics of a viewing audience to the content provider. Claim 41 recites the limitation token translation is monitored by the token service system to facilitate providing information about the size of the at least one of the audio and visual program's viewing audience to the program provider. Claim 52 recites the limitation the server configured to employ predictive filtering techniques to estimate the size and/or demographics of a viewing audience for the visual and/or audio program prior to the broadcast time of the program. Claim 64 recites the limitation collecting information relating

to the user during the translation of the token in order to provide it to a provider of the at least one audio and/or visual program. None of these limitations are taught or suggested by Ellis or Hirata. Accordingly, applicants' representative respectfully requests allowance of the subject claims.

### **CONCLUSION**

The present application is believed to be in condition for allowance in view of the above comments and amendments. A prompt action to such end is earnestly solicited. In the event any fees are due in connection with this document, the Commissioner is authorized to charge those fees to Deposit Account No. 50-1063 [MSFTP111USA]. Should the Examiner believe a telephone interview would be helpful to expedite favorable prosecution, the Examiner is invited to contact applicants' undersigned representative at the telephone number listed below.

Respectfully submitted,

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